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ABSTRACT

This bibliography is designed to help educational personnel increase their involvement in the business/education community. It was developed to aid counselors and other educators in identifying sources of information relating to involvement of business and industry in areas pertaining to vocational guidance and counseling, with a special emphasis on the counselor or educator in the industrial or business books, reports and organizational resource lists. The selected references were collected from a variety of sources, including a comprehensive computer-assisted ERIC literature search, other bibliographies prepared on the subject, federal and state research and training projects, and various private and governmental agencies. These are not meant to be exhaustive listings of every available resource, but rather were selected because they seemed to be representative of categories of materials found to be especially helpful in a variety of business/education exchange programs. (Author)

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Business/Industry/Guidance Exchange Bibliography

This is a bibliography designed to assist educational personnel increase their involvement in the business/education community. The bibliography was developed to assist counselors and other educators in identifying sources of information relating to involvement of business and industry in areas pertaining to vocational guidance and counseling; with special emphasis on the counselor/educator in the industrial/business setting. The bibliography includes a relevant combination of articles, books, reports and organizational resource lists.

The selected references were collected from a variety of sources, including a comprehensive computer assisted ERIC literature search, other bibliographies prepared on the subject, federal and state research and training projects, and various private and governmental agencies. These are not meant to be exhaustive listings of every available resource, but rather were selected because they seemed to be representative of categories of materials found to be especially helpful in a variety of business/education exchange programs. It is suggested that users of the bibliographies add materials to them which they have found useful in their own programs.

ERIC DOCUMENTS (annotated)

The documents on the relationship between business/industry and career education which are listed here were screened from a computer search of the ERIC collection. All are available in either microfiche (MF), hard copy (HC), or from the producer of the document. *Orders for MF and HC should be sent to ERIC Document Reproduction Service, P. O. Box 190, Arlington, Virginia 22210.* For additional information on the administration of career education, consult the pages of ERIC's *Resources in Education* (RIE) and *Current Index to Journals in Education* (CIJE) or write or call the ERIC Clearinghouse on Career Education, The Center for Vocational Education, 1960 Kenny Road, Columbus, Ohio, 43210, (614) 486-3655.

AMERICAN BUSINESS AND SCHOOL-BASED CAREER EDUCATION. THE COMMUNITY AND SCHOOL-BASED CAREER EDUCATION. *Price, C. and others,* The Center for Vocational Education, The Ohio State University, 1960 Kenny Road, Columbus, Ohio, 43210 (order no. S14V, $3.00 each; complete set of six, order no. S14, $10.00 per set), 1975, document not available from EDRS (87 p.). ED 121 943

The guide is part of a six-volume planning and resource program to involve the community in career education. Strategies, goals, resources, and rationale are suggested for directly involving employers in the definition and supply of educational experiences. Features of a model for employer participation in career education programs are discussed.

CAREER EDUCATION: SUGGESTED SCHOOL-INDUSTRY PROGRAMS. *Mumford, D. (ed.),* EDRS price MF-$0.83, HC-$2.06 plus postage (30 p.), 1975. ED 117 374

The document defines some central concepts of career education and discusses successful cooperative interaction between industry and career education, focusing on various aspects of local General Motors plants. Activities are suggested for plant involvement in career education programs, and a sample career education programs, at a packard electric division is outlined.

CAREER EDUCATION AND THE BUSINESSMAN: A HANDBOOK OF ACTION SUGGESTIONS. Chamber of Commerce of the United States, 1615 H Street, N.W., Washington, D.C., 20062, 1973 (1-9 copies, $1.50 each, 10-99 copies, $1.00 each, 100 or more copies, $0.75 each). ED 106 561

The handbook is a compilation of the suggestions for action in response to a set of 10 career education concepts, based on desirability, practical probability, and practical limitations of each concept. The concepts deal with exchange programs for schools and the world of work, field trips, work experience for students, placement, resource persons, job satisfaction, marketable skills, and job availability. Related suggestions are accompanied by a statement of the concept being considered, an explanation of its basis, assumptions regarding the idea, and problems associated with it.

CAREER EDUCATION: WHAT IT IS AND WHY WE NEED IT FROM LEADERS OF INDUSTRY, EDUCATION, LABOR AND THE PROFESSIONS. Chamber of Commerce of the United States, 1615 H Street, NW, Washington, D.C., 1975 (1-9 copies, $2.00 each, 10-99 copies, $1.50 each, 100 or more, $1.00 each). ED 105 254

The booklet highlights some initiatives business, labor, professional, and community leaders can take in getting career education underway and in sustaining its progress. It examines the concept of and need for career education, provides examples of career education programs with wide community support, and outlines the duties of the career education team. It also makes suggestions for starting career education programs, and lists 15 articles, 36 books, booklets and reports, and four films as resources.

CONSIDERATIONS OF THE DESIGN OF AN INSTRUCTIONAL SYSTEM FOR EMPLOYER-BASED CAREER EDUCATION. Human Resources Research Organization, 1972, EDRS price MF-$0.83 HC-$7.34 plus postage (136 p).

The four papers prepared by the Far West Regional Laboratory are intended to serve as a model for designing an Employer-Based Career Education (EBCE) program. The instructional model presented is discussed under the following topics: Bases and rationale, intended outcomes and content, processes of instruction, and implementation and management.

EDUCATORS-IN-INDUSTRY; CAREER GUIDANCE PROGRAMS HANDBOOK. General Electric Co., Fairfield, Conn., Corporate Educational Relations Operation, October 1974, 29 pp, report no. ER-100(IM)-10/74, EDRS price MF-$.76, HC-$1.95 plus postage. ED110908 CG010035

Materials presented at the Annual Convention of the American Personnel and Guidance Association (31st. New York, New York, March 23-26, 1975).

NEW CAREER OPTIONS FOR COUNSELORS--INDUSTRIAL INVOLVEMENT. *Moore, S., and others*, 1975, 13 pp., EDRS price MF-$0.83 HC-$1.67 plus postage. ED124842 CG010630

Paper presented at the Annual Meeting of the American Personnel and Guidance Association (Chicago, Illinois, April 11-14, 1976).

"PARTNERSHIP" HIGH SCHOOLS: THE SEARCH FOR NEW WAYS TO COOPERATE. INDUSTRY AND EDUCATION, STUDY NO. 2/PARTNERSHIPS. Institute for Educational Development, 52 Vanderbilt Avenue, New York, N.Y., 10017, ($1.00), EDRS price MF-$0.76 HC-$3.32 plus postage, October 1969, 61 pp. ED039273 UD009954

Industry-school partnerships are needed to help students, especially urban youth, become acquainted with the realities of preparing for employment and with the processes of finding a job, staying employed, and moving on through training to improved productivity and earning power. This report suggests considerations for organizing such partnerships and also presents estimates on costs and risks of such enterprises. Summaries of some of the important projects now underway are included. These projects cover work study, job placement and career guidance, basic skills training and remedial education, curriculum development and evaluation, administrative services, community relations, health services--with an emphasis on drug problems, interactions between school and business personnel, and material and financial resources. An index of alliances between companies and schools, a Chrysler Corporation proposal, and a New York City High School proposal for partnership plans are appended. (KG)

STAFF DEVELOPMENT PROGRAM FOR PROMOTING MORE EFFECTIVE USE OF COMMUNITY RESOURCES IN CAREER EDUCATION SECTION 2: IN-SERVICE PROGRAM. MODULES A-H. *Norton, R. and others,* The Center for Vocational Education, The Ohio State University, 1960 Kenny Road, Columbus, Ohio, 43210, 1975, (order no. SO8II, $11.00 per set of modules A-H; order no. SO8II (A-H), $1.50 each, modules available separately; complete set of Section I and II, order no. SO8, $15.00). ED 115 926

The inservice program section of the staff development program for promoting more effective use of community resources in career education consists of eight modules. Each module contains an instructional plan, suggestions for the inservice coordinator, handout and transparency masters, and resource materials. The eight separate modules are: Community resources and career education, use of local community resources, using resource persons, using field trips, experiencing the work setting, using community-school advisory committees, involving community organizations, and application activity.

SYNTHESIZING WORK AND SCHOOLING: THE ROLES OF COMMUNITY AND SOCIETY. REPORT NO. 91. Education Commission of the States, Denver, Colorado, Department of Elementary/Secondary Education, 1860 Lincoln Street, Denver, Colorado, 80295 ($1.50 paper cover), September 1976, 28 pp., EDRS price MF-$0.83 HC-$2.06 plus postage. ED143574 95 SO010242

Societal, institutional, and organizational changes need to be made in order to bridge the gap between the world of education and that of work to restore the needed wholeness to our society. This gap has created both an alienation between student and worker and the alienation of both from society. The education/work separation is a result of (1) our false division of mind and body, which tends to separate the intellectual from "real life;" and (2) a division of labor which assumes that school is the province of educators and work the province of business, industry, and labor. Changes which need be effected by the separate institutions are outlined. Schools need to increase the participation of the total community in determining goals, needs, programs and use of allocations; work for an attitudinal change within both the educational system and the students themselves; and implement organizational, structural, and instructional changes. Organizational and societal institutions need to give up cultural/societal stereotypes which affect both schooling and work; improve working conditions; alter restrictive practices regarding youth employment; and overcome extreme fiscal conservatism. Specific tasks for community, government, educational institutions and business are outlined on a detailed chart. (KC)

THE NEW PARTNERSHIP--ACADEMIA AND THE WORLD OF WORK. *Bell, T.*, EDRS price MF-$0.76 HC-$1.58 plus postage, 1974, 14 pp. ED103616 CE003210

Paper presented at the Annual Meeting of the College Entrance Examination Board (Washington, D.C., October 1974).

THE STUDENT PERSONNEL WORKER AS A LIAISON BETWEEN THE COLLEGE CURRICULUM AND INDUSTRY'S NEEDS. *Parks, J.*, not available in hard copy due to marginal legibility of original document, 1970, EDRS price MF-$0.83 plus postage. 9 pp. ED130172 CG006888

This paper speaks to the role of the student personnel worker in meeting the needs of the labor market while concurrently, meeting the aspirations of those students with whom they work. Counselors need to have accurate information on available jobs, job descriptions, educational requirements for the jobs, opportunities for occupational mobility, and additional sources of information for interested students. (CKJ)

VOCATIONAL EDUCATION, THE BRIDGE BETWEEN MAN AND HIS WORK. *Larson, M., Blake, D.*, Wisconsin University, Center for Studies in Vocational and Technical Education, Madison, Wisconsin, 1969, 114 pp., EDRS price MF-$0.76 HC-$5.70 plus postage. ED035745 VT010137

This conference was one of six regional meetings on implications of current proposals on vocational education for industry, education, and legislation sponsored by the University of Wisconsin Center for Studies in Vocational and Technical Education. Approximately 209 persons, mostly educators, attended. Presentations included in the document are: (1) "Foundations for Vocational Education," by Melvin L. Barlow, (2) "Educational Programs to Cope with Manpower Problems," by Rupert N. Evans, (3) "Industry and Business Bridging the Gaps in the Preparation of Youth," by Samuel M. Burt, (4) "Bridging: Yesterday, Today, and Tomorrow," by Byrl R. Shoemaker, (5) "Development and Use of Human Capital," by A. Ray Chamberlain, (6) "The Road Ahead for Vocational Education," by John F. Jennings, and (7) "Summary and Evaluation," by Malcolm Hunt. Appended is a report by the conference director in which group discussions are summarized. (JK)

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RESOURCE PERSONS

Additional information may be obtained from the following persons who have been or are presently involved in activities related to business/education cooperation:

Mr. Richard Arnold, Manager
Educational Relations
American Telephone and Telegraph
195 Broadway
New York, New York 10007

Ms. Carol Batsell, Director Human Resources
Saint Paul Area Chamber of Commerce
Suite 300
The Osborn Building
Saint Paul, Minnesota 55102
Phone: 222-5561

Mr. Joseph M. Bertotti, Manager
Corporate Educational Relations
General Electric Company
3135 Easton Turnpike
Fairfield, CT 06431
Phone: (203) 373-2413

Mr. Peter Bommarito, President
United Rubber, Cork, Linoleum and Plastic
Workers of America
United Rubber Workers of American Building
87 S. High Street
Akron, Ohio 44308

Mr. Bruce Campbell or Mr. Joseph Wallin
General Electric Company
1 College Boulevard
Portsmouth, VA 23705
Phone: 276-5634

Mr. William D. Check, Manager
Educational Activities
General Motors Corp.
3044 West Grand Boulevard
Detroit, Michigan 48202

Dr. Donald Clark, Executive Director
National Association for Industry-Education Cooperation
607 Walnut Avenue
Niagara Falls, New York, 14302

Mr. Roger Gielow, Corporate Counsel
J. L. Wroan and Sons, Inc.
P. O. Box 39
Normal, IL 61761
Phone: (309) 452-7461

Dr. Sharlene Hirsch, National Director
Executive High School Internship Programs
680 5th Avenue, 9th Floor
New York, New York 10019

Mr. Ralph Porter, Associate Director
National Commission for Cooperative Education
360 Huntington Avenue
Boston, MA 02115

Mr. Eugene B. Sydnor, Jr.
Education Committee of the U.S. Chamber of Commerce
P. O. Box 1470
Richmond, VA 23212

Mr. Richard L. Terrell
Vice Chairman of the Board
General Motors Corporation
General Motors Building
3044 W. Grand Boulevard
Detroit, MI 48202

Dr. Ellen N. Winer, Director
Center for Secondary School Work Experience Education
Northeastern University
Stearns Hall
Boston, MA 02115

Dr. Donald Wright, Executive Director
Business-Industry-Community-Education Partnership
1738 East 2700 South
Salt Lake City, Utah 84106

RESOURCE GROUPS

The following is a partial list* of groups which can assist in the implementation of business-industry/education exchange:

NATIONAL ADVISORY COUNCILS

National Advisory Council for Career Education
Room 3100, ROB No. 3
7th & D Streets, SW
Washington, D.C. 20202

National Advisory Council on Adult Education
425 13th Street, NW
Washington, D.C. 20004

National Advisory Council on Extension and
Continuing Education
425 13th Street, NW
Washington, D.C. 20004

National Advisory Council on Vocational Education
425 13th Street, NW
Washington, D.C. 20004

DEPARTMENT OF LABOR

Bureau of Labor Statistics
441 G Street, NW
Washington, D.C. 20212

Department of Labor
Employment and Training Administration
6th & D Streets, NW
Washington, D.C. 20213

Department of Labor
Employment and Training Administration
Office of Comprehensive Employment Development Programs
6th & D Streets, NW
Washington, D.C. 20213

Department of Labor
Women's Bureau
3rd Street and Constitution Avenue, NW
Washington, D.C. 20210

*Taken from: Increasing Guidance Effectiveness Through School-Community Cooperation by Walter Stein, Charles E. Weaver, Joan C. Blank and Harry N. Drier, Northern Michigan University School of Education, and The National Center for Research in Vocational Education of the Ohio State University, February 1978.

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

National Institute of Education
1200 19th Street, SW
Washington, D.C. 20208

ERIC Clearinghouse on Career Education
The Ohio State University
The National Center for Research in Vocational Education
1960 Kenny Road
Columbus, OH 43210

ERIC Clearinghouse on Counseling and Personnel Services
University of Michigan
School of Education Building, Room 2108
Ann Arbor, MI 48109

Business Community

American Personnel and Guidance Association
1607 New Hampshire Avenue, NW
Washington, D.C. 20009
Phone: (202) 483-4633
Contact: Charles L. Lewis
Executive Vice President

American Society for Training and Development
P. O. Box 5307
Madison, WI 53705
Phone: (608) 274-3440
Contact: Kevin O'Sullivan
Executive Vice President

American Vocational Association
1510 H Street, NW
Washington, D.C. 20005
Phone: (202) 737-3722
Contact: James E. Bottoms
Executive Director

Business-Education Coordinating Council
444 Church Street
Flint, MI 48502
Phone: (313) 232-5422
Contact: Gerald J. Nagy
Council Director

Business, Industry, Education Council, The Arizona
26 East University Drive
Tempe, AZ 85281
Phone: (602) 966-2331
Contact: Barney W. Jung

California Association of Work Experience Educators
c/o Redlands Senior High School
Redlands, CA 92373
Contact: William W. Cook
President

Chamber of Commerce, United States
1615 H Street, NW
Washington, D.C. 20005
Phone: (202) 659-6107
Contact: Thomas Walsh, Director
Manpower & Poverty Programs

Council of Chief State School Officers
1201 16th Street, NW
Washington, D.C. 20036
Phone: (202) 833-4191
Contact: Byron W. Hansford
Executive Secretary

Corning Glass Works
Corning, NY
Contact: John L. Sheldon
Research Manager
Television Products Division

General Motors Corporation
General Motors Building, Room 8-151
Detroit, MI 48202
Phone: (313) 556-2294
Contact: John R. Wyatt, Jr., Manager
Field Service Training
and
Paul E. McDonald
National Manager
G.M. Training Centers

General Motors Training Center
10355 Lee Highway
Fairfax, VA 22030
Phone: (703) 273-2140
Contact: Thomas C. Samuels, Manager

Industry-Education Council of America
235 Montgomery Street
San Francisco, CA 94104
Phone: (415) 781-3282
Contact: Charles F. Horne
President

National Alliance of Businessmen
1730 K Street, NW
Washington, D.C. 20036
Phone: (202) 254-7125
Contact: John P. Condon
President

National Alliance of Businessmen
3 Penn Center Plaza, Suite 607
Philadelphia, PA 19102
Phone: (215) 665-0254
Contact: E. Dale Foster
Metro Director

National Association for Industry-Educational Cooperation
235 Hendricks Boulevard
Buffalo, N.Y. 14226
Phone: (716) 285-5251
Contact: Donald M. Clark
Executive Director

National Association of Manufacturers
1776 F Street, NW
Washington, D.C. 20006
Phone: (202) 331-3767
Contact: Lee Hamilton
Vice President

National Association of State Boards of Education
1575 Sherman Street
Denver, CO 80203
Phone: (303) 825-3573
Contact: David Tronsgard
Executive Secretary

National Business Education Association
1201 16th Street, NW
Washington, D.C. 20036
Contact: O. J. Byrnside, Jr.
Executive Director

National Education Association of U.S.
1201 16th Street, NW
Washington, D.C. 20036
Phone: (202) 833-4000
Contact: Terry E. Herndon
Executive Secretary

National Federation of Business and Professional Women's Clubs, Inc.
2012 Massachusetts Avenue, NW
Washington, D.C. 20036
Phone: (202) 293-1100
Contact: Lucille Shriver
Federation Director

National Governors Conference
Council of State Governors
Office of Federal-State Relations
1735 DeSales Street, NW
Washington, D.C. 20036
Phone: (202) 785-5600
Contact: James A. R. Johnson
Acting Executive Director

Virginia Electric and Power Company
11133 West Main Street
Fairfax, VA 23030
Phone: (703) 273-2310
Contact: W. R. Bender, Manager

RESOURCE PROJECTS

The following projects have business-industry/education exchange as one of their major goals:

California

Career Education - Incremental
Improvement Project (K-12)
Phase II

Industry-Education Council of California
1575 Bayshore Highway
Burlingame, CA 94010

A Consortium for Incremental
Improvement of a Comprehensive
K-12 Career Education Program

California State Department of Education
Vocational & Career Education Services
721 Capitol Mall
Sacramento, CA 95814

Georgia

CSRA Project for Incremental
Improvement in Career Education

Central Savannah River Area
Coop. Education Service Agency
P. O. Box 868
Thomson, GA 30824

Illinois

Rural Illinois
Career Education
(RICE)

Demonstration Center
P. O. Box 146
Tams, IL 62988

Illinois Career Education
Service Centers (Urban and Rural)
A Vehicle for Demonstration

Illinois Office of Education
100 North First Street
Springfield, IL 62777

Iowa

Improving Career Exploration

Department of Public Instruction
Career Education Division
Grimes State Office Building
Des Moines, IA 50319

Kansas

Career Education Program

Unified School District #250
510 Deill Street
P. O. Box 298
Pittsburg, KS 66762

Kentucky

The Bowling Green, Kentucky
K-12 Career Educational
Improvement and Implementation
Program

Bowling Green Independent
School District
224 East 12th Street
Bowling Green, KY 42101

Region XII Career Education
Program; Communicating About
Rural Career Education

Kentucky Valley Educational
Cooperative
E.D. Region XII
P. O. Box 1118
Hazard, KY 41701

Maryland

Developing a Public Service
Administration Internship
Program in Career Education

Montgomery County Public Schools
850 Wayne Avenue - Suite 701
Silver Springs, MD 20910

Michigan

Alma College Career Preparation

Advising, Counseling & Career
Development
Alma College
614 W. Superior Street
Alma, MI 48801

Missouri

Implementation of Career Education

St. Louis Public Schools
Office of Career Education
1517 S. Teresa Avenue
St. Louis, MO 63104

Montana

National Cooperative for Career Education

National Cooperative for
Career Education
University of Montana
Missoula, MT 59801

Nevada

Rural Community Oriented Career Education

Yerington Paiute Tribe
Box 171
Campbell Lane
Yerington, NV 89447

New Jersey

Incremental Improvements in Career Education Programs
K-12 of the Vineland Public School - Glassboro State College
Consortium

Director of Career Education
Glassboro State College
Glassboro, NJ 08028

Career Education Program for Scouting

Boy Scouts of America
U.S. 1 and U.S. 130
North Brunswick, NJ 08902

New York

Comprehensive School-Industry
Cooperative Career Education Program

School District of the City
of Niagara Falls
P. O. Box 399
607 Walnut Avenue
Niagara Falls, NY 14302

Ohio

An Exemplary Model to Demonstrate a Collaborative Relationship Involving the Business-Labor-Industry Community and the Formal School Community in Career Education

Akron Public Schools
Administration Building
70 North Broadway
Akron, OH 44308

Upper Arlington Schools
Collaborative Comprehensive
Career Education Program

Upper Arlington Schools
1950 North Mallway
Columbus, OH 43221

Pennsylvania

A Project to Demonstrate Incremental Improvements in a K-12 Career Education Program Through an Exemplary Model

NW Tri-County Intermediate Unit
252 Waterford Street
Edinboro, PA 16412

Virginia

Roanoke City Career Education
Program Career Education
Incremental Project

Roanoke City Public Schools
P. O. Box 13145
Roanoke, VA 24031

Washington

Communication of Career Education Methods and Procedures in Rural American K-12 Settings

Cashmere School District #222
Cashmere, WA 98815

Wisconsin

Career Education Program

Oshkosh West High School
375 North Eagle Street
Oshkosh, WI 54901